

# 秦皇岛思高易科技有限公司运营评价分析

## 摘 要

随着当今时代下互联网的迅速发展，一种新型的跨境电子商务模式也随之兴起，跨境电商的运营则是利用当下的互联网平台，在此平台上进行进出口交易的新型模式，跨境电商作为一种新型模式，但运营过程也存在着相应的问题，如何使跨境电商平台让更多人使用以及更好的推广，注重运营的同时更要注重进出口交易完成后的客户评价，运营评价的高低决定着企业的发展。

以秦皇岛思高易科技有限公司为例，采用层次分析法分析跨境电商运营评价的现有状况、运营评价产生的原因以及针对现有问题相应的解决方式，据研究表明，企业运营存在消费者给与差评因素，导致跨境电商发展以及运营评价过低的主要因素在于运营、技术、结汇、客服服务态度以及物流等各个方面，针对当前跨境电商运营中的问题应该采取相应及具有针对性解决方案，以此来提高客户的满意度，进而提高客户的运营评价，增加公司的经济效益。

**关键词：**跨境电子商务；进出口交易；运营评价

## Abstract

With the rapid development of interconnection in today's era, a new type of cross-border e-commerce model has also emerged. The operation of cross-border e-commerce is a new model of import and export transactions on this platform. As a new model of cross-border e-commerce, there are also problems in the operation process. How to make the cross-border e-commerce platform available to more people and promote it better, pay attention to the operation and pay more attention to the import and export transactions. Customer evaluation and operation evaluation determine the development of the enterprise.

Taking Qinhuangdao Sigaoyi Technology Co., Ltd. as an example, the analytic hierarchy process is used to analyze the current status of cross-border e-commerce operation evaluation, the reasons for operation evaluation, and corresponding solutions to existing problems. According to research, there is consumption in business operations. The main factors that lead to the development of cross-border e-commerce and the low evaluation of operations are those in operation, technology, foreign exchange settlement, customer service attitude, and logistics. For the current problems in cross-border e-commerce operations, we should take corresponding and targeted solutions to improve customer satisfaction, thereby improving customer operational evaluation and increasing the company's economic benefits.

**Keywords:**cross-border re-commerce;important export transactions;operation evaluation

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